Why Emerson Motors?

Emerson Motors - Background

- Founded 1890
  - #1 in North America over AOS, Fasco, GE & Marathon
  - #1 Independent Producer in Europe
  - World's Largest Producer of Electric Motors
- Public Company
  - Emerson (EMR) is listed on NYSE
  - Several popular brands including Copeland and White-Rodgers are also part of Emerson
  - Distribution Services handling sales since 2002

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Why Consider Buying Emerson?

- Emerson is on many brands of HVAC equipment:
  - Arco-Aire (100%)
  - Comfortmaker (100%)
  - Heil (100%)
  - Tempstar (100%)
  - Lennox (100%)
  - Nordyne (100%)
  - Rheem/Ruud (45%)
  - Trane / American Standard (30%+)
- Emerson is on over 40% of the OEM units built today !

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Why Consider Buying Emerson?

- Over 30% of the installed base is Emerson motors
  - Air Handler / Furnace Blower
  - Condenser Fan
  - Evaporative Cooler
  - Oil Burner
  - Water Circulator Pump
- Emerson motors needing replacement will be coming in to your facility
- Only Emerson has the specifications to the original OEM motor – we can best help you select a replacement

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Why Consider Buying Emerson?

- Several tools to help you replace Emerson motors:
  - Cross References in Catalog:
    - Emerson Model Number (K55…) to replacement
    - OEM Part Number to replacement
  - Web site cross references and selection guide
  - Dedicated Engineer for Service Aftermarket
    - Exclusive to Emerson!
    - Ph: 314-595-8800
    - Fax: 314-595-8211
- Selection Guide for replacing motors with no label
- Cross reference to competitor part numbers

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Why Consider Buying Emerson?

- Wide Product Selection
  - Generic Replacement Motors
  - OEM Direct Replacements
  - RESCUE™ Brand Multi-Horsepower Motors
  - Integral HP motors for Commercial HVAC
- Increase your profit margin by focusing on:
  - Providing solutions for unknown motor identification
  - Offering more than just the generic motors
  - We have the training to help you learn these skills

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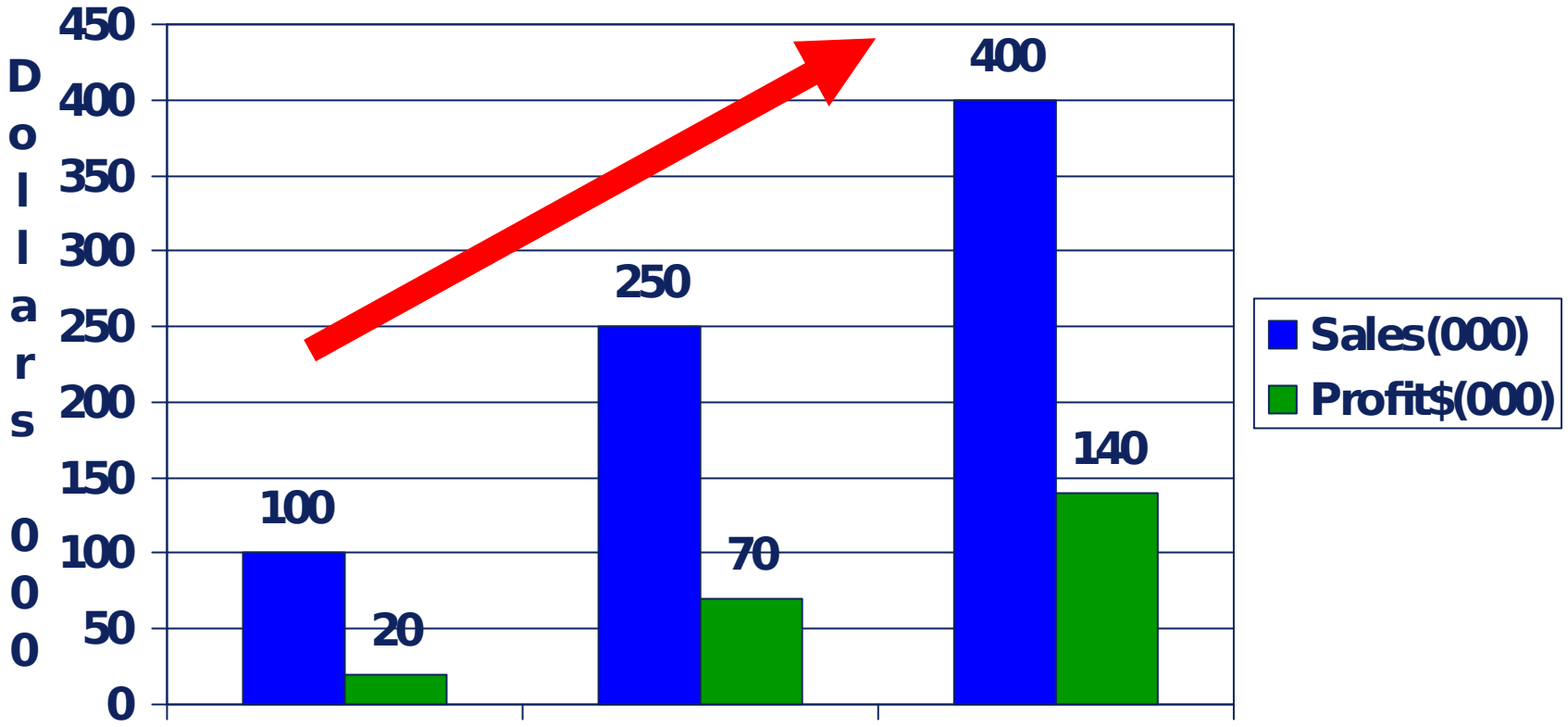
Let Emerson Help Take Your Motor Profits to the Next Level



	Whslr A	Whslr B	Whslr C
	Generic Only	Generic & Some OEM	Generic, OEM Direct & IHP
Profit%	20% GP	28% GP	35% GP

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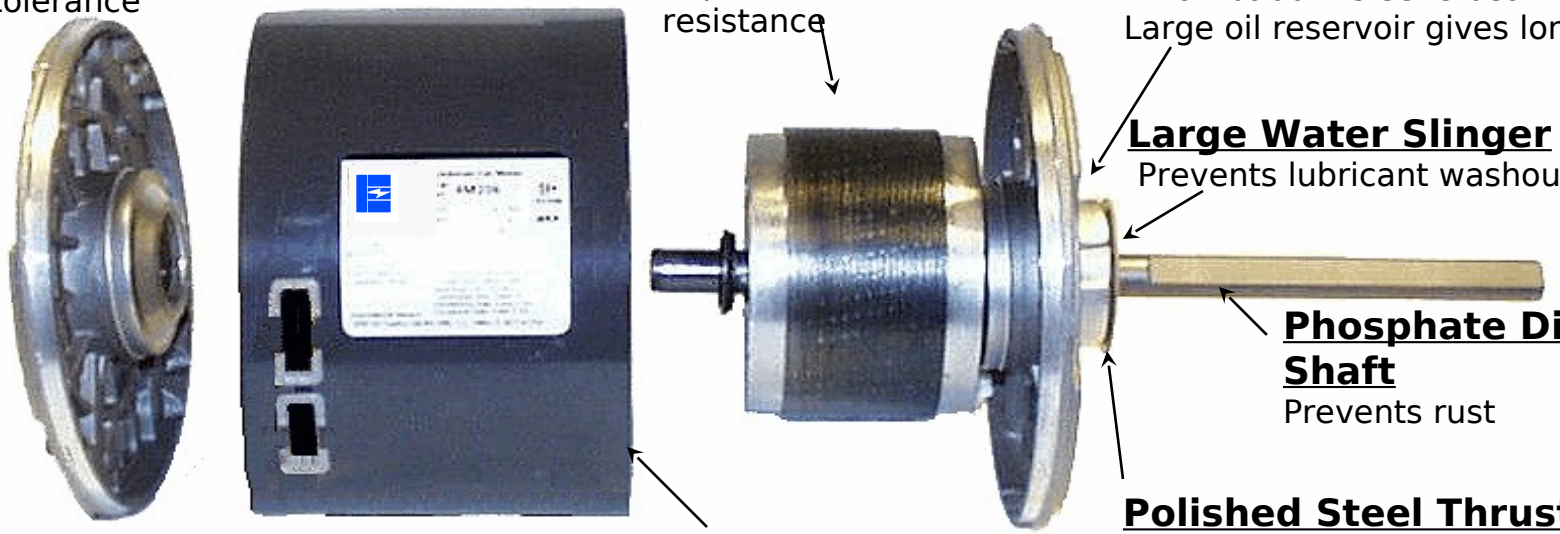
Condenser Fan Key Features

60°C Rating
Superior temperature tolerance

Oil Quenched Rotor
Superior corrosion resistance

Self Aligning Sleeve Bearing
More resistant to contamination than babbitt sleeve bearings
Large oil reservoir gives longer life



Large Water Slinger
Prevents lubricant washout

Phosphate Dipped Shaft
Prevents rust

Quick Reversing Leads
Use in any orientation

Varnish Dipped Copper Winding
Long life in High Humidity Environments

Polished Steel Thrust Washers
Increased thrust carrying capability

These same features are also used in other Emerson Motors

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Motor Product Portfolio

	Emerson	AOS	Fasco	GE	Marathon
C Frame	Fall 2003				
Blower	Fall 2003				
Unit Brg		Asia	Asia	Asia	
3.3" Dia.				Asia	
5" Dia.					
5.6" Dia.					
Belt Drive					
Water Circ.					
Gen. Purpose					
Integral	US Brand	Asia		Asia	

Strong Position
Mid Position
Weak Position
Not Offered

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Why Consider Buying Emerson?

- Point of Sale Support
  - Counter Mat
  - Banner to hang inside the branch
  - Ad Displays: Rescue & Motor Features
  - Training Manual
- Delivery:
  - Dedicated Inventory in Place
  - 99% on time is our goal
- Pricing
  - 2003 Program Makes It Even Easier To Do Business With Us

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2003 Motor Program

- Qualifying order locks in pricing for 2003
  - Order quantity determines pricing and terms
  - Multiple dates and “ship to” locations allowed
- Supplemental orders will have same bracket price
  - No minimum required except for free freight
  - Size and timing determines the terms
- Larger orders can improve your bracket at any time through the year.

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Summary

- **We have the HVAC Equipment Connection**
  - Installed Population is 30%+ Emerson and growing
  - Only we have the OEM model data and Cross Reference
  - Dedicated Aftermarket Engineering Report
  - Several tools to help you replace Emerson motors:
    - Cross References in Catalog:
      - Web site cross references and selection guide
      - Dedicated Engineer for Service Aftermarket
      - Cross reference to competitor part numbers
      - Selection Guide for replacing motors with no label
  - OEM quality = fewer call backs

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Summary

- Wide Product Selection
  - Generic Replacement Motors
  - OEM Direct Replacements
  - RESCUE™ Brand Multi-Horsepower Motors
  - Integral HP motors for Commercial HVAC
- Point of Sale Support
  - Counter Mat
  - Banner to hang inside the branch
  - Ad Displays: Rescue & Motor Features

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Summary

- **Delivery**
  - Dedicated Inventory in Place
  - 99% on time is our goal
- **We can make our partners more profitable**
  - More Than Commodity “Dirty Dozen”
  - OEM Direct Replacements
  - RESCUE™ Brand Multi-Horsepower Motors
  - 2003 motor program can improve your inventory turns
  - Training for your people => Makes you more money!

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